



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/898,600	07/03/2001	Ravi Gauba	80398.P448	1960

7590

02/08/2006

Florin Corie
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
Seventh Floor
12400 Wilshire Boulevard
Los Angeles, CA 90025-1026

EXAMINER

JONES III, CLYDE H

ART UNIT

PAPER NUMBER

2611

DATE MAILED: 02/08/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/898,600

Applicant(s)

GAUBA ET AL.

Examiner

Clyde H. Jones III

Art Unit

2611

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☐ Responsive to communication(s) filed on ____.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-38 is/are pending in the application.
- 4a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) ____ is/are allowed.
- 6) ☒ Claim(s) 1-38 is/are rejected.
- 7) ☐ Claim(s) ____ is/are objected to.
- 8) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 03 July 2001 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. ____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. ____ |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| Paper No(s)/Mail Date <u>12/12/2005, 10/17/2005, 3/11/2004</u> | 6) <input type="checkbox"/> Other: ____ |

DETAILED ACTION

Claim Rejections - 35 USC § 102

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

2. Claim 1-38 are rejected under 35 U.S.C. 102(e) as being clearly anticipated by Sitnik (US 6,160,570).

Regarding claims 1, 12, and 28, Sitnik anticipates the apparatus (fig. 2)
(corresponding method and computer readable medium) comprising:

a control module (19 and 30) to retrieve a profile of a user and content information (synchronized video signals) associated with a selected content file (MPEG A/V data) in response to a selection input command from said user (col. 6, lines 30-34; col. 3, line 51-col. 4, line 7), said selection input command selecting said selected content file for transmission to said user (col. 4, lines 49-57), and to select a play sequence of said selected content file based on said profile and said content information (col. 4, lines 8-33; col. 5, lines 1-11; col. 8, lines 34-37); and
a presentation module (14) to present said play sequence to said user (col. 3, lines 29-41; col. 9, lines 24-49).

Regarding claim 13, Sitnik anticipates a storage module (12, 22, 24) to store the profile of the user (col. 6, lines 37-60) and a plurality of content files including the selected content file (col. 5, lines 2-11; col. 3, line 64-col. 4, line 34; col. 5, lines 33-46).

Regarding claims 2, 14, 15 and 29, Sitnik anticipates the control module further receives an explicit input command from the user, the explicit input command requesting a change in the play sequence of the selected content file (col. 8, lines 15-16; lines 25-26; lines 41-49; 55-61; in which a users inputs an explicit request to insert an alternative image, e.g., an ad for a preferred team), and further selects a modified play sequence of the selected content file based on the explicit input command (col. 8, lines 2-62).

Sitnik further anticipates the presentation module further presents the modified play sequence to the user (col. 8, lines 35-52; col. 3, lines 29-41; col. 9, lines 24-49).

Regarding claim 16, Sitnik anticipates the control module further retrieves the profile of the user and the plurality of content files from the storage module and selects at least one content file of said plurality of content files based on said profile of said user (col. 5, lines 33-46; col. 4, lines 53-59; col. 8, lines 1-18).

Regarding claims 3, 17 and 30, Sitnik anticipates the presentation module further presents a list containing the at least one content file to the user (col. 9, lines 57-61; col. 7, lines 21-27).

Regarding claims 4, 18 and 31, Sitnik anticipates the selected content file further comprises audio/video data (col. 9, lines 24-43; col. 3, lines 51-64).

Regarding claims 5, 19 and 32, Sitnik anticipates the content information (synchronized video signals) associated with the selected content file further comprises a description of the selected content file (control data) (col. 5, lines 57-col. 6, line 3) and news (identification data reads on news/current information) related to the selected content file (col. 3, lines 66-col. 4, line 7).

Regarding claims 6, 20 and 33, Sitnik anticipates the selected content file further comprises a plurality of content segments (alternative images) (col. 3, line 60-col. 4, line 11), each content segment of the plurality of content segments having associated segment information (identification data) within the content information (col. 3, line 64-col. 4, line 7; col. 5, lines 4-11).

Regarding claims 7, 21 and 34, Sitnik anticipates the control module further processes the segment information of the each content segment and the profile of the user to match the segment information with the profile, and selects a predetermined

Art Unit: 2611

number of content segments from the plurality of content segments in a predetermined order to form the play sequence (col. 6, lines 30-37; col. 7, lines 31-40; col. 8, lines 19-34).

Regarding claims 8, 22 and 35, Sitnik anticipates the play sequence further comprises a predetermined number of content segments of the selected content file in a predetermined order and the modified play sequence further comprises the predetermined number of content segments in a modified order requested by the explicit input command (col. 8, lines 24-52).

Regarding claims 9, 23 and 36, Sitnik anticipates the control module further selects advertising material based on the profile of the user and the presentation module further presents the advertising material to the user together with the play sequence of the selected content file (col. 8, lines 35-52; col. 9, lines 10-56; col. 4, lines 8-34).

Regarding claim 24, Sitnik anticipates the profile of the user is stored in a profile storage area of the storage module (col. 6, lines 37-43).

Regarding claim 25, Sitnik anticipates the plurality of content files is stored in a content storage area of the storage module (col. 5, lines 2-10 & lines 51-61).

Regarding claims 10, 26 and 37, Sitnik anticipates the explicit input command further requests presentation of at least one advertisement to the user (col. 8, lines 34-52 & 55-62; col. 9, lines 24-49).

Regarding claims 11, 27 and 38, Sitnik anticipates the control module further selects the at least one advertisement based on the explicit input command and the presentation module further presents the at least one advertisement to the user (col. 8, lines 35-52 & 55-62; col. 8, lines 15-18).

3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Clyde H. Jones III whose telephone number is 571-272-5946. The examiner can normally be reached on 9-5:30 p.


If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Grant can be reached on 571-272-7294. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Application/Control Number: 09/898,600
Art Unit: 2611

Page 7

CJ



**CHRISTOPHER GRANT
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2600**